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HENDRICKS COUNTY

February 2011 | Issue 0066

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Seeing the light

Realizing he had a gift when it came to helping people, Karl Zimmer started Zimmer Success Group.

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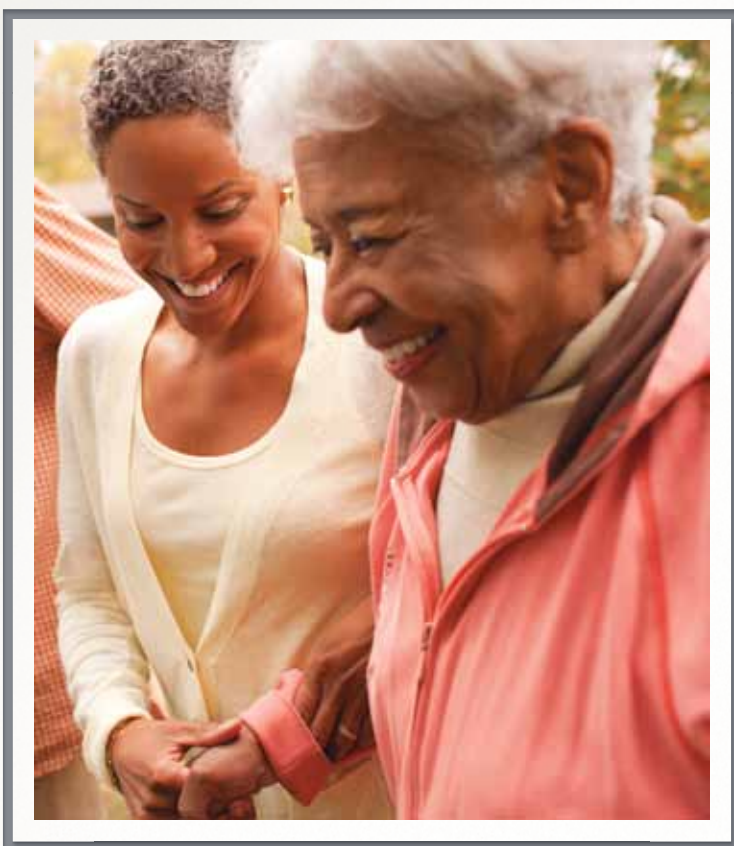
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IU Health Tipton Hospital | IU Health West Hospital

McPhail's shoes won't be easily filled

I have to admit, I'm a Kent McPhail fan. A big one.

When I prepared to launch the Hendricks County Business Leader in the summer of 2005, I met with Kent and other Hendricks County chamber leadership. All were very helpful and instrumental in helping me realize the dream of publishing the Hendricks County Business Leader – Kent seemed overly supportive and his excitement provided me with that extra boost to make sure I did this thing right.

That's why it made it all the more special for me to be present at Leadership Hendricks County's 18th Annual Leadership Reunion, Jan. 13 at Primo West, Plainfield, to witness Kent being honored with LHC's Distinguished Service Award. It was a total surprise to Kent. But then again, Kent expects nothing for his service to his community – one of the many reasons he's such a gem.

"I love Hendricks County," he said. "I love our community. I love God and I love my wife.

I'm shocked and honored to ... Golly, I don't know what to say."

Nothing needs to be said, Kent. You were honored for all of the hard and selfless work you've done over the years for not only Plainfield but for all of Hendricks County. People see that. You're one of the good guys. One who only looks to give and expects nothing in return. We need more folks like you.

Kent will be calling it quits at some point this year as the Plainfield Chamber of Commerce's executive director. I'm always of the opinion that anyone's shoes are easily filled – I'm just not so sure about Kent's. Congratulations and thanks, Kent, for your years of

dedicated service to Plainfield and Hendricks County.

Rick Myers is president of the Niche Publishing division of Times-Leader Publications and publisher of the Hendricks County Business Leader. E-mail him at rick@businessleader.bz.



Rick Myers
Founder and Publisher

QUOTE OF THE MONTH

“

If you're attacking your market from multiple positions and your competition isn't, you have all the advantage and it will show up in your increased success and income.

– Jay Abraham, founder and CEO of marketing company, Abraham Group.

”

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Come for food, fun and networking at the Business Leader's February Cover Party. Connect with your community's business leaders, enjoy appetizers, and win prizes in this fast-growing, business-to-business networking event, as we honor cover subjects: December cover, Wilbur Tague or Wilbur's Lincolnwood Toy Store; January cover, Pat Cockrum or Sycamore Services; and February cover, Karl Zimmer of Zimmer Success Group.

RSVP to Cathy Myers by February 7 at coverparty@businessleader.bz or by calling (317) 918-0334.



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Danville's chamber hiring process should be applauded

It seems that in an era where quick is better, the idea of instituting an exhaustive search when filling a position is a process that is as passé as the typewriter.

We're happy to say, though, that the old exhaustive search seemed to be at the forefront when the Danville Chamber set out to hire a new executive director.

The chamber's board of directors, led by its executive committee, approached this hire with great expectations and certainly did its due diligence. We know that finalists – there were four – sent in videos of themselves discussing their views on economic development as well as met the board for personal interviews. This was not an easy task, since members of its executive committee began reviewing close to 50 applications after Amanda Smale vacated the post.

In the end, Marcia Lynch was hired. Lynch comes to the chamber with a good mix of skills that should serve the chamber and its membership well. She worked over 25 years in commercial banking and most recently held the title director of community relations for Sycamore Services. She also serves on Danville's town council. Congratulations to Lynch and congratulations to a chamber board that was serious about finding the best executive director possible.

B-burg's openness a good thing

The town of Brownsburg, recently, has had the unenviable task of reviewing its zoning ordinance; never an easy endeavor for a municipality. We would like to, however, applaud the way that it has communicated the subject with Brownsburg businesses and its citizenry.

As it stated in a press release in January: "The Plan Commission is taking a comprehensive look at the zoning ordinance from a legal perspective, ensuring that the ordinance is consistent with Indiana statutes, constitutional issues, and recent court decisions. As a part of the review, the town also wants to determine if there are circumstances not adequately addressed in the existing ordinance."

We believe, too, that this growing community should dust off the old and review it.

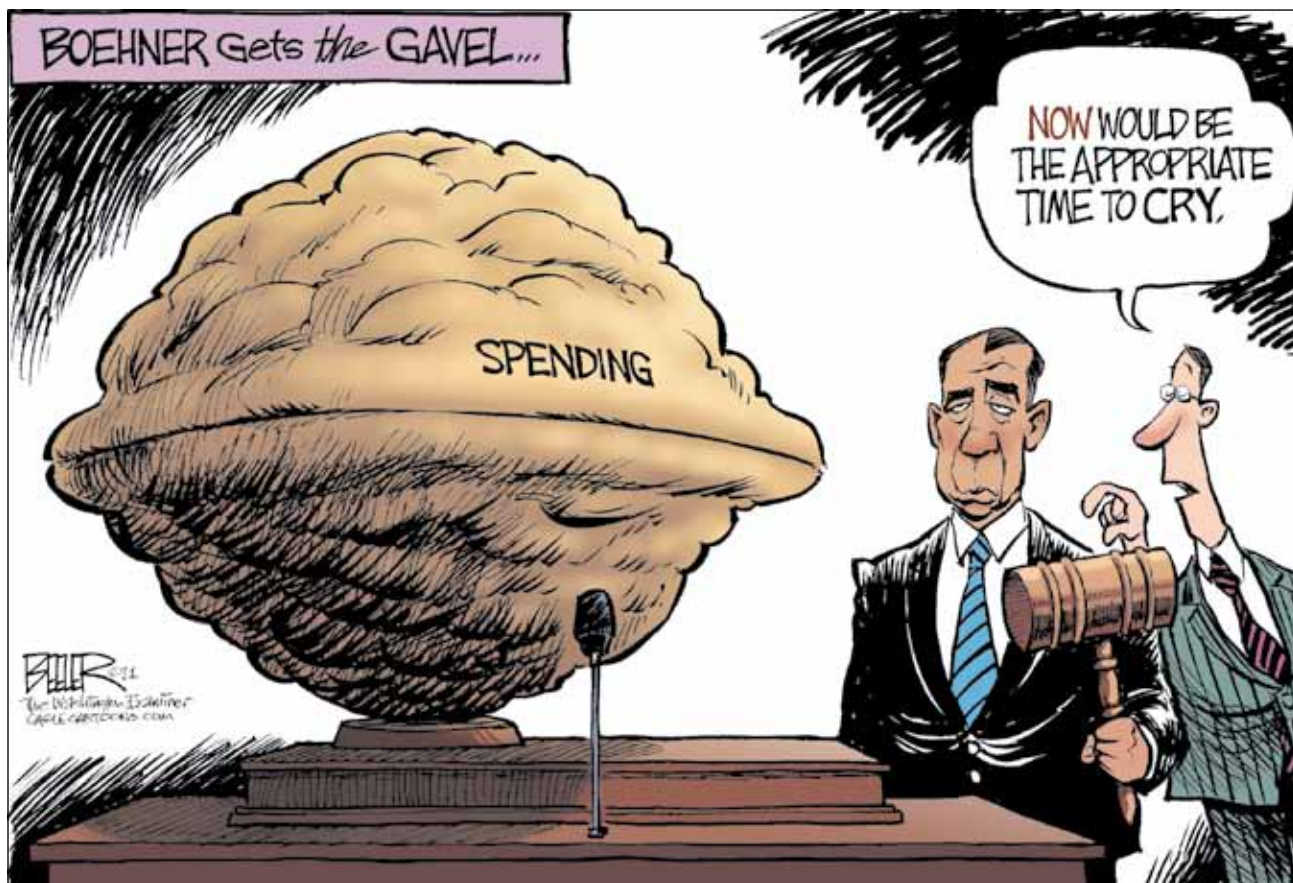
The proposed zoning changes include:

- Residential Estate (RE) district that permits the creation of large estate style lots;
- Traditional Residential (TR) district to address pre-1960s residential lots that are considered nonconforming under the current ordinance;
- Urban Commercial (UC) district to permit a mix of retail, office, and residential uses and encourage urban style development associated with a downtown;
- Neighborhood Commercial (NC) district to address the specific needs of a transitional area between residential neighborhoods and commercial districts;
- Institutional (IS) district to move government, schools, and religious facilities out of residential districts and into a district that addresses the unique development characteristics of each.

The 284-page document, Zoning Ordinance Draft C, is available online at www.brownsburg.org.

The Planning and Building Department also offered one-on-one meetings for business owners and citizens on Jan. 26 and Jan. 28 to discuss concerns and questions, which, again, in our opinion illustrated its willingness to garner valuable feedback from community stakeholders.

The Plan Commission will receive and review additional comments on the proposed zoning ordinance changes at its special meeting scheduled for Feb. 7; a final draft is expected mid-February. The Plan Commission regularly meets at 7 p.m. the fourth Monday of each month at Brownsburg Town Hall, 61 N. Green Street. The meetings are open to the public and we highly encourage the business community to attend.



Germinate innovation in your mind's eye

In my mind's eye, I see an idea
Eureka! I have an innovation!
Eureka! Water is running out my bathtub
Eureka! There's ideas in them hills
Why the lonely idea died
Don't make your brain work harder than it has to
What? An idea? Really?
Find an idea in your own head
The new idea paradigm: You got 'em
Can't think of any good ideas?
How to come up with good ideas all the time
How to devise new ideas and get rich
How to get rich from your ideas

Innovation is what will drive the United States' economy in the years to come. At least that's what I hear. I think it is true. Some unique product or technology that will have everybody in hovercrafts by the next decade sounds like something that could raise our standard of living.

But do you know how to innovate new ideas? Do you know the behaviors of creating a new idea?

These questions haunt me as I near my deadlines. I keep hoping my mind will lead me to a new idea that will be entertaining and enlightening. One of my hobbies is collecting ideas that foster new ideas. What are some habits that can create innovation?

Whenever a cartoon gets an idea, a light bulb goes off over its head. The light bulb has signified the most important innovation of the last century next to sliced bread. Yet, the light bulb was almost the epitome of a team effort. Yes, Thomas Edison is given credit for inventing the light bulb. I always held this romantic notion that it was done in his garage on a giant roll top oak desk that he would crawl in for naps. Nope. Edison had a team. To boot, he was only one of 21 inventors that were working on an incandescent light bulb in the 1870s.

His team helped devise the method of creating an evacuated globe and devising a filament that would emblaze the room with



Gus Percy
Columnist

light. If you read up on the history of the light bulb, there were several scientists and inventors who came up with similar models. Edison's contribution was the filament and a better vacuum globe.

My point is Edison was working in tandem with these other inventors. It took all of them marking steps to get a household light bulb.

The light bulb in your head is seeking its own filament, globe, and spark. This requires a curious mind that seeks knowledge from all disciplines.

Along the same lines, you can jog your mind to think in different ways by subjecting yourself to new visual and audio displays. If you listen to rock and roll, try listening to classical music for a change. I'm currently listening to polka music while I write this.

- Learn something new.

- Listen to audio books on long commutes.
- Pay attention in church.
- In the dentist office pick up a magazine you don't normally see and peruse.
- Write down all the ideas you concoct.
- Write down interesting ideas you learn.
- Write down all your thoughts about a problem and then sleep on it.

Take a long shower or a leisurely stroll. Some of my best ideas came to me in the shower. This is not unusual among the general population. Experts think it is because showers are relaxing.

If you can train your mind to be open to new ideas or concepts, you will begin to innovate. It will be slow and it will come in fits and starts, but eventually, you will amaze yourself.

Gus Percy is a contributing columnist to the Hendricks County Business Leader. He may be reached at (317) 403-6485 or percy.gus@sbcglobal.net. Gus blogs frequently at guspercycommunications.wordpress.com.

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Photo by Wilbur Tague

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The Gibbs are gearing up on Main Street

Dennis Gibbs will tell you that he and his wife, Janet, have always been involved in Hendricks County. He now has the distinction of saying they own the only bicycle shop in the county with the January opening of Gear Up in Plainfield at the corner of Main and Center streets. "We really believe in what the town is trying to do (with the rehab of Main Street). "We also believe in the parks system," he says. "We also feel like it's a way for us to educate people in the life-style that goes along with bicycling."

What prepared you for opening Gear Up Cyclery? We took the time to do thorough research and visit independent bicycle dealers. From that we learned about the challenges that face independent bicycle dealers such as competition from big box retailers, and the advantages small dealers have over big box retailers by finding the right people, location and product. We were fortunate to have time to identify two key individuals in Jeff Kingdon and Shonda Meranda, the need for a bicycle shop on the west side of Indianapolis and to work with Specialized Bicycle Components.

What are the trends in your business? The trends are the growing interest in the healthy lifestyle associated with bicycling, leaving less impact on the environment, stacyations and using bicycles to do short commutes in the community. The town of Plainfield is making that more and more possible with the trail system.

How do you differ from your competitors? When beginning to do our research

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124 W. Main St.
Plainfield, IN 46168
Phone: (317) 203.5045
Web site: gearupcyclery.com

on the market, it became quite obvious that bicycle shops are intimidating to most women. Since 42% of the shoppers are women we wanted to create an atmosphere in which women felt welcome and comfortable. That has also led to the desire to build community by offering classes, programs and rides.

Do you have a mentor? We both think Paul and Ann Myers of Plainfield are wonderful examples of a servant heart and reaching out to others. They also make thoughtful and wise decisions that have been an inspiration to us.

What do you plan to do to combat current economic conditions? We have worked to keep our overhead and risk low and have chosen to only begin with two bicycle companies, Specialized and Electra. As the business plan is implemented we will add a professional fitting area and more selection of bicycles and components. We've also built in the plan accountability by the check and balancing of professional counsel.

Compiled by Rick Myers

College and Career Fair set for Feb. 24

Take the NEXT STEP – Hendricks County College and Career Fair will be Thursday, Feb. 24, 5-8:30 p.m., Hendricks County 4-H Fair-

grounds and Conference Complex, Danville. For more information, call (317) 745-8804.

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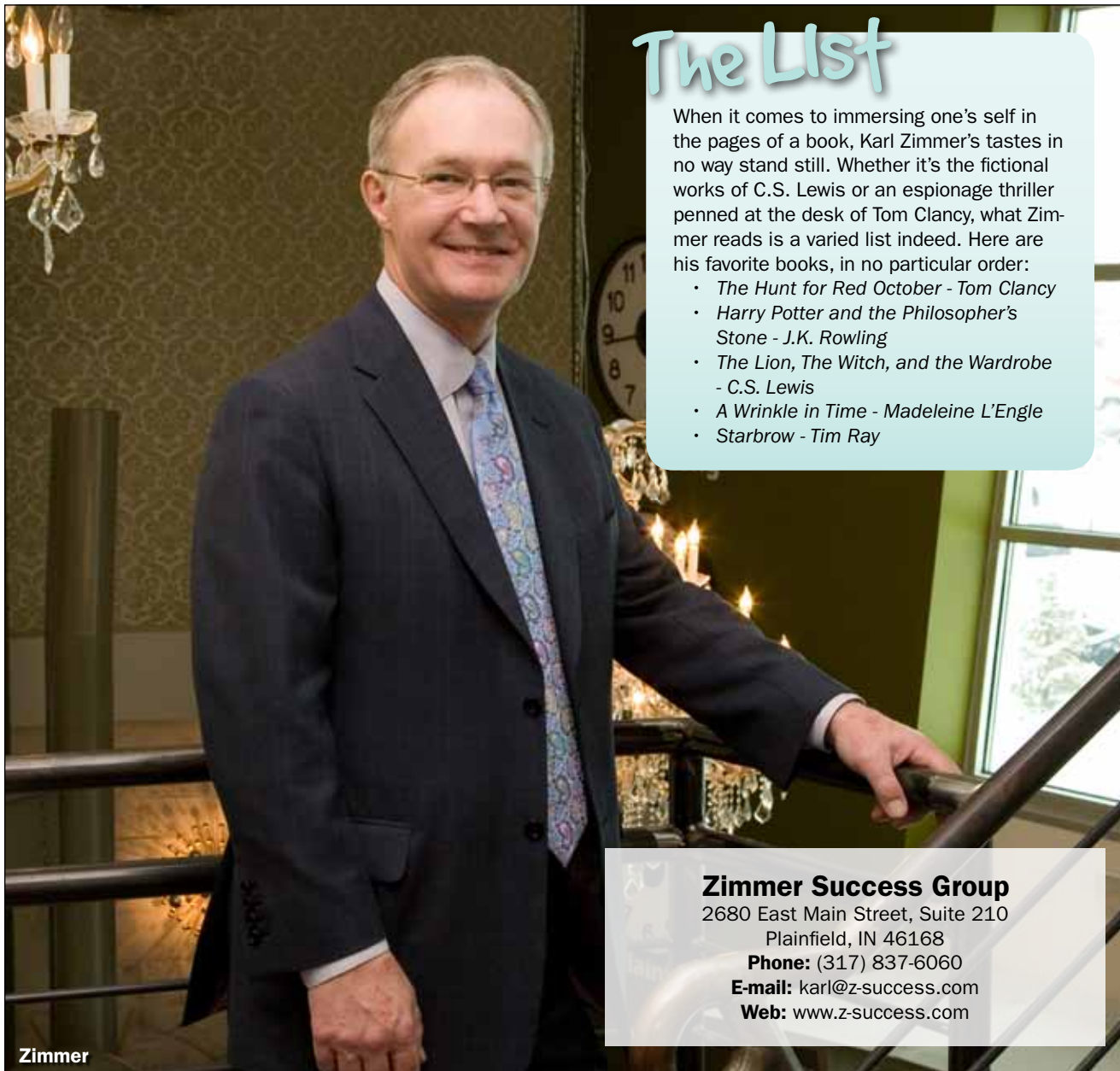
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Seeing the light



The List

When it comes to immersing one's self in the pages of a book, Karl Zimmer's tastes in no way stand still. Whether it's the fictional works of C.S. Lewis or an espionage thriller penned at the desk of Tom Clancy, what Zimmer reads is a varied list indeed. Here are his favorite books, in no particular order:

- *The Hunt for Red October* - Tom Clancy
- *Harry Potter and the Philosopher's Stone* - J.K. Rowling
- *The Lion, The Witch, and the Wardrobe* - C.S. Lewis
- *A Wrinkle in Time* - Madeleine L'Engle
- *Starbrow* - Tim Ray

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Zimmer

Realizing he had a gift when it came to helping people, Karl Zimmer started Zimmer Success Group.

By Mike Beas

Hendricks County Business Leader

Keeping one's office door ajar can serve as an unwritten incitement, one that implies business lifebloods such as interaction and face-to-face feedback are encouraged rather than frowned upon.

Karl Zimmer knows. After all, he's making a career of it.

The face and name behind Zimmer Success Group, Zimmer is a clinical hypnotist whose job it is to assist those who are serious about accomplishing an objective. On average, Zimmer's client list ranges from 50 to 100. Usually these are persons looking to quit smoking, lose weight, overcome fear(s), alleviate stress or build self-esteem.

"When people hear what I do, sometimes there are questions or concerns. I not only use hypnosis, but NLP (Neuro-linguistic programming)," says Zimmer. "Every behavior, including an unhealthy one, is supported by an unconscious belief that the behavior provides a benefit. After awhile that becomes so ingrained in the un-

conscious. For me, there is no failure. There is only feedback."

Meeting a client usually requires an hour with anywhere from 20-40 minutes devoted to hypnosis. Zimmer's method is to use hypnosis to disassociate a client from any possibility of mental anguish by making him or her a third party in their own past. Zimmer has over two years of experience hypnotizing clients and a 20-year background implementing NLP.

"When used together, it's just so powerful," he says. "Every session I do is custom-made for the client because they're all different."

Born in New York, the majority of Zimmer's formative years were spent in Denmark and Holland as his father, Karl, was employed as a sales manager for the Feffer and Simons publishing company. The family moved back to the United States when he was 10, and it was then that Zimmer finally learned to speak and write English.

As an adult he joined the family business, Zimmer Paper Products, Inc., in 1975, working his way up the ladder until becoming President and Chief Operating Officer in 1988 and the company CEO in 1993. It was during this time Zimmer began fully appreciating the art of listening and how it relates to building not only relationships, but business.

"When I was president I had an open-door policy. Some of my

How Karl did it

Best Advice You Ever Received: Was by Dermot Dunphy, then Chairman of Sealed Air Corporation and one of my directors at the packaging company, who said, "Never underestimate the stupidity of large organizations."

Best Business Decision You Ever Made: To acquire one of our competitors in the ice cream novelty wrap business, which allowed us to horizontally integrate a broader product offering to our existing customers and grew our business more than 40-percent.

Worst Advice You Ever Received: "Never make a mistake." We all know that the only way to never make a mistake is to not do anything. I had to retrain an entire organization because the culture was such that everyone was afraid to make a decision.

In Five Years I Want ... to have two best-selling books, a speaking tour teaching others how to use their minds to reach their goals and to find joy in their lives, and to know that my children are happy and having fun doing what they love. Of course, I won't be limited to just those things.

My secret to success: Find your passion, that one thing that gets you so excited it makes time stand still and gets you hopping out of bed on a cold morning, and remember that there are no failures, only feedback. When something doesn't work, it is simply a lesson, so do something else.

staff would tell me how employees would walk in either angry or sad and walk out with a smile on their face and their head held high," remembers Zimmer. "I made them realize their own potential, value and gifts. Part of that for me is my own experiences. The childhood I had with a father who traveled all the time and my mom trying to hold down the household with two small children."

Zimmer Paper Products continued to flourish under Zimmer's guidance. The family sold the business in 1997. More recently, Zimmer founded Executive Limousines Indianapolis, LLC, which continues to serve Central Indiana residents, organizations and visitors. He eventually sold the company to devote his energy to what he is doing now.

Listening. Learning. Helping. "I kept coming back to the compliment my staff had given me," says Zimmer. "It always came back to working one-on-one with people who were struggling."

Zimmer's expanding business standing is based on results produced. It's not a line of work for everyone, but Zimmer, who also is a motivational speaker, is right at home.

"No matter if you're a friend, business associate or client, Karl makes you feel like the time spent with him is the most important time in his life at that moment. When I think of Karl, I instantly get a smile on my face because he such a positive person and I enjoy being around him," says Teresa Ray, president and owner of The Payroll Department in Brownsburg. "He's very confident when it comes to his talent/skill of hypnosis and he's so willing to help. Karl is the type of guy when tragedy happens he instantly sees the positive that's coming from the situation. He is wise beyond his years."

Regarding the years ahead, Zimmer has explored the idea of growing his business by perhaps one day putting Zimmer Success Group beneath the same roof as local chiropractors, massage therapists, psychologists and psychiatrists. His thought is that meditation rooms could be available along with yoga and pilates classes.

No telling whether this one-stop graduates from the brainstorm stage and into actual brick and mortar. Either way, Zimmer leaves them leaving with heads held high.



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The Dirlam Company named Business of the Month

The Dirlam Company has been chosen as the Plainfield Chamber Business of the Month for January.

The Dirlam Company, Inc has been in business for 10 years and is an authorized Jani King franchise. They specialize in providing a wide array of janitorial and cleaning services to the commercial market, such as business offices, warehouses and retail facilities. From left: Kent McPhail, Plainfield Chamber Executive Director and John Dirlam, President of The Dirlam Company.



Submitted photo



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February 17	Cascade High School
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February 23	Brownsburg High School
February 24	Danville High School

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BEHIND THE NUMBERS

Behind the Numbers



Photo by Rick Myers

Puckett began his career in health care industry

Doug Puckett's - CFO and COO of Indiana University Health West Hospital - number's career has been solely within the health care industry. He will celebrate seven years in May at Indiana University Health West Hospital. His first job was as a financial analyst with St. Vincent Health Seton Corp., however his first

Doug Puckett

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job in the health care industry had nothing to do with crunching numbers. That was in 1985. "I started in housekeeping (at St. Vincent, Carmel) and I've been in health care ever since," he

says. Here we learn more about Puckett:

Compiled by Rick Myers

Family: Wife, Robbin, and two daughters: Katie 15 and Lauren 12.

Hobbies: Biking, running, golfing and reading.

What was your first job in accounting? Financial Analyst for the St. Vincent Seton Organizations.

What is the biggest misconception about someone who enjoys working with numbers? They only care about numbers and are "nerdy."

What do you like most about working with numbers? Numbers are used to tell a story.

Which national or international business figure do you most identify with? No single person. I strive to learn from many different types of leaders.

Who is your Hendricks County role model and why? Marsha Stone, a com-

munity-minded, savvy financial leader of the Indianapolis Airport Authority and member of IU Health West's board of managers. Another fine example of a "not nerdy" numbers person.

What motivates you? The opportunity to help others.

What is your business motto? Be mindful of self and serve others.

What do you drive? Honda CR-V.

What is your favorite vacation destination? Destin, Florida.

What is your favorite thing to do to unwind? Bike and run, and then spend time with my wife and daughters.

Are you involved in any volunteer activities? If so, what are they? Treasure for the Elder Board at my church and middle school staff team member at church.

Avon business making a Splash and looking to expand with Northside store

By Mike Beas

Hendricks County Business Leader

Seems difficult to envision now, but there was a time when Rodney and Leah Williamson owned one of the more distinguishable above-ground swimming pools in their Brownsburg neighborhood. Theirs, you see, was the one with green water.

At the present time, the Williamsons, who own and operate Splash Pool & Spa, 7270 E. US 36, Suite 103, in Avon, are in the clear, as are their three children and anyone else who splashes their way toward summertime enjoyment in the family's in-ground pool.

Once pool-maintenance novices, Rodney and Leah are now authorities having owned their business for eight years. Furthermore, they are happy to share that know-how with customers regardless of whether they have questions regarding purchasing a pool, a hot tub or the chemicals required to keep them clean.

"(Past mistakes) are what gives us a good perspective for our customers," says Leah. "Our experience is relevant. I'm very frank with our customers, and tell them, 'This is what works for me.'"

It took Rodney, who previously worked as an electrical engineer, some time to figure out what worked best for him. His personal turning point occurred with the horrific attacks of Sept. 11.

"Everything seems to go back to that day. I was covering five states with my old job, I had three kids, and it was time to get back home," says Williamson, who, like Leah, his high school sweetheart, hails from Rushville originally.



Photo by Mike Beas

Through various business contacts, Williamson discovered a need for a pool store in Avon, one the couple has already expanded on five separate occasions in terms of square footage due to a growing demand for what Splash Pool & Spa offers. In their first year (2003), the Williamsons did \$200,000 in business, but in 2010 the number was \$950,000.

Rodney Williamson, who has \$1.2 million as his target number for 2011, is seeing green that no longer has anything to do with the color of his pool water. In fact, the hope is there will be a second store located on Indianapolis' Northside, by the end of this year.

"I'm extremely glad we did this. It's like walking off a cliff, but when you make that initial step, you're in. There's no turning back," says Rodney. "It takes a certain type of individual who starts his own company." For more information, visit www.splashpoolandspalnc.com or call (317) 272-7408.

Crouching Tigers a business on the rise

By Mike Beas

Hendricks County Business Leader

What Olivia Roney used to examine as a potential weakness or character flaw she now considers an asset. Given the way Roney, only 23, has grown her business, Crouching Tigers, no one should question her inability - or is it unwillingness? - to take orders.

"I'm very much a leader," says Roney, a martial artist who has designed a business that is a mobile fitness and martial arts program with a curriculum devoted to the physical, emotional and social development of children ages 2-12. "I've been studying martial arts for 14 years and wanted to come up with a plan that was as convenient and affordable as possible for parents."

Headquartered in Brownsburg, at 123 E. Main St., Crouching Tigers incorporates a non-contact philosophy, though kicking and punching techniques are taught as a method of improving a child's balance, coordination and self-esteem. Martial arts teaches children to use their hands, feet and words as tools and never as weapons.

Best of all, they come to you by conducting classes at preschools, daycares and the like throughout the entire Indianapolis Metropolitan Area. "The good thing about our program is it makes their center look better because we offer convenience and we're a no-contact martial art," says Roney.

The second of seven children reared primarily by a single mother in northern Indiana, Roney's background has supplied her an endless supply of motivational ammunition to not only succeed as a businesswoman, but flourish.



Photo by Mike Beas

The rapid growth of Crouching Tigers (from 30 clients in 2008 to 450 today) states she's well on her way.

"I was raised in poverty, so I have that drive to rise above it," says Roney. "I am shooting for \$8 million a year by the time I'm 30."

But it's not all about the almighty dollar sign. Roney's older brother, Adam, performs graphic design work for Crouching Tigers and younger sister, Hannah, works as one of the martial arts instructors. In addition, Roney desires to be able to pay for college for her younger siblings and let them explore whatever academic path is most enticing.

Or there's always the family business, a real kick if ever there was one. For more information, visit www.crouchingtigers.org or call (317) 341-3528.

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5TH ANNUAL **EXCELERATE** HENDRICKS COUNTY!

APRIL 26, 2011 8 a.m. - 2 p.m.

Hendricks County 4H Fairgrounds and Conference Complex

SCHEDULE 8 a.m. - 2 p.m.

8 a.m.
Registration Begins

9 a.m.
Educational Opportunities

10 a.m. - 2 p.m.
Vending Area Open

Noon - 1 p.m.
Lunch with Keynote Speaker



RANDY BERNARD
CEO, IndyCar
"The Magic of Marketing"

KEYNOTE SPEAKER

Randy Bernard joined IndyCar as chief executive officer on March 1, 2010. As CEO, Bernard is responsible for overseeing all aspects of the IZOD IndyCar Series, the top level of open-wheel racing in North America, and Firestone Indy Lights, the official developmental series for those striving to reach the IZOD IndyCar Series.

Prior to joining IndyCar, Bernard serves as CEO of the Professional Bull Riders, Inc. Bernard worked in tandem with the founding members to develop and guide the PBR brand, and the sport itself, through several stages of growth. Under Bernard's leadership, the PBR became one of the fastest growing sports properties in North America.

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**BUSINESS
LEADER**



Thomas “Tommy” McNab

Age: 57

Occupation: Manufacture Sales Representative, Owner CTD (an electronics distributor)

Phone: (317) 602-5000

Web: www.upscaleresalegallery.com

Family: Nine bothers and sisters; married with two grown sons.

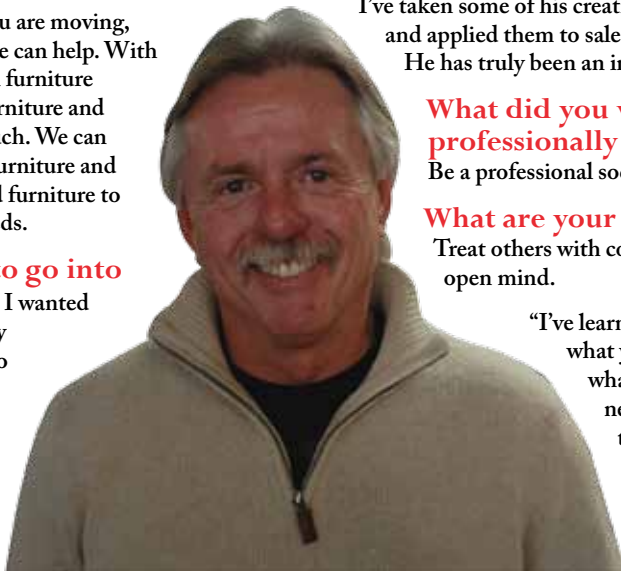
Hobbies: Playing soccer and doing home improvements.

Describe your business and value proposition:

Whether you are moving, downsizing, or redecorating we can help. With over 30+ years of experience in furniture and design, we offer quality furniture and accessories with a personal touch. We can sell your existing gently used furniture and find you affordable gently used furniture to fit your current decorating needs.

What prompted you to go into business for yourself?

I wanted another company I could enjoy growing and working, well into my retirement. I had the opportunity to purchase this business from Jamie Zaring, She will continue managing the store and teach me the business.



What is the most challenging aspect of your business?

Introducing people to consignment. Once you consignment shop, you are “hooked” and come back over and over again. If you haven’t shopped consignment, you don’t realize what unique and quality items you can find, at a great price. You are helping the environment by recycling, and saving money on your decorating projects.

How do you measure success? Doing something I love to do.

Who is your HC Business Role model and why?

Rick Crosslin. I’ve known Rick for over 25 years. I’ve taken some of his creative and innovative ideas and applied them to sales and service of my clients. He has truly been an inspiration for me.

What did you want to do professionally when you were 21? Be a professional soccer player.

What are your ‘words to live by’? Treat others with compassion, respect and an open mind.

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

-Maya Angelou”

Tony Reffeitt, CRS

Age: 44

Occupation: Realtor (Broker/Owner)

Phone: (317) 216-TONY

Web: www.realintegrity.com

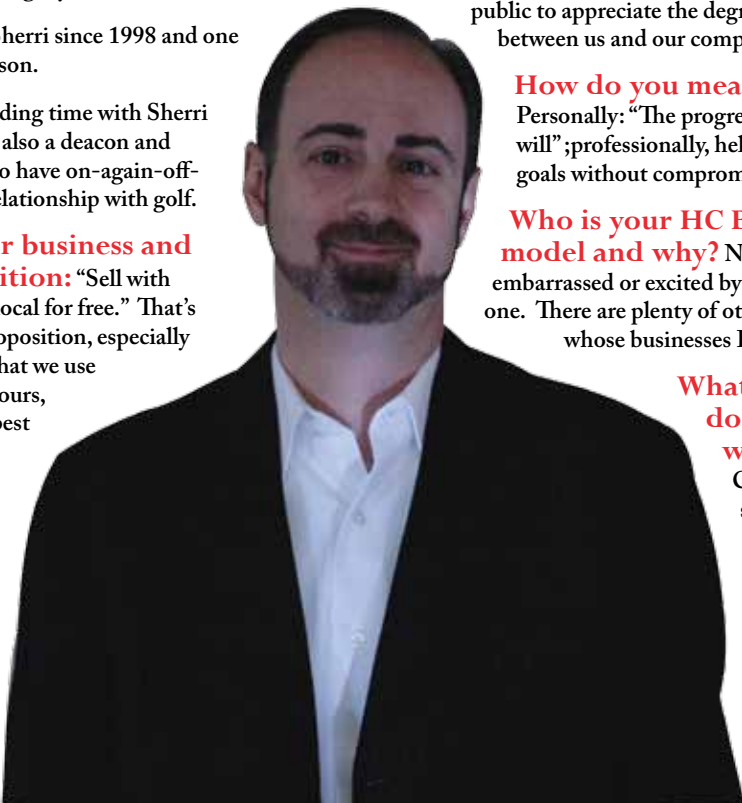
Family: Wife, Sherri since 1998 and one daughter and one son.

Hobbies: Spending time with Sherri and the kids. I am also a deacon and bible teacher; I also have on-again-off-again, love-hate relationship with golf.

Describe your business and value proposition:

“Sell with me, I’ll move you local for free.” That’s a massive value proposition, especially when you realize that we use virtual and video tours, etc., to create the best marketing plan around (winner of the “Online Marketing Excellence” award from Realtor.com).

What prompted you to go into



business for yourself? The opportunity for our company to “raise the bar” of integrity, representation and service.

What is the most challenging aspect of your business?

Finding ways to cause the general public to appreciate the degree of differentiation between us and our competitors.

How do you measure success?

Personally: “The progressive realization of God’s will”; professionally, helping others achieve their goals without compromising integrity.

Who is your HC Business Role model and why? Not sure if I should be embarrassed or excited by this fact, but I don’t have one. There are plenty of others I respect, but none whose businesses I’m modeling.

What did you want to do professionally when you were 21?

Conquer the world – I’ve since gotten over that.

What are your ‘words to live by’?

Proverbs 22:1 – “A good name is rather to be chosen than great riches, and loving favour rather than silver and gold.”

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in Indianapolis

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Davey Hamilton

Age: 48

Occupation: Racing Driver and Team owner

Phone: (702) 610-7708

Web: daveyhamiltonracing.com

Family: Davey Jr. (son) Hailey (Daughter)

Hobbies: Hobbies pretty much consist of car racing, but I also enjoy snow skiing, motor cycling and doing activities with my kids.

Describe your business and value proposition: The business is two sided: one being a racing driver in the Indy Car Series and the other a team owner in Indy Lights and Sprint cars; being a team owner allows me to give the next generation of drivers the opportunity to make it to the top level in motorsports.

What prompted you to go into business for yourself? The Timing is right for me to be a team owner because I'm at the end of my driving career and love the sport, so this was the next step for me.



What is the most challenging aspect of your business? It is a very difficult to find the sponsorship to allow us to do our job properly and with the competition that is out there you have to be creative to have it make sense for everyone involved.

How do you measure success? Success in our sport is easy: make sure the sponsors have a good return on investment and WIN races.

Who is your HC Business Role model and why? Wow, this is a tough one. There are a lot of role models in business in Hendricks County but I would have to say Bill Simpson is a guy that I look up to. He is a former race car driver and he now designs and supplies safety equipment for racers. He also owns a lot of commercial property in the area that several race teams call home.

What did you want to do professionally when you were 21? Be a race car driver, so I have been blessed to do what I love.

What are your 'words to live by'? Never give up.

Chris Cunningham

Age: 33

Occupation: Owner

Company: Service Plus - Heating, Cooling, Plumbing

Phone: (317) 852-4494

Web: www.ServicePlusNow.com

Family: Wife, Emily; Kids Nathan and Olive.

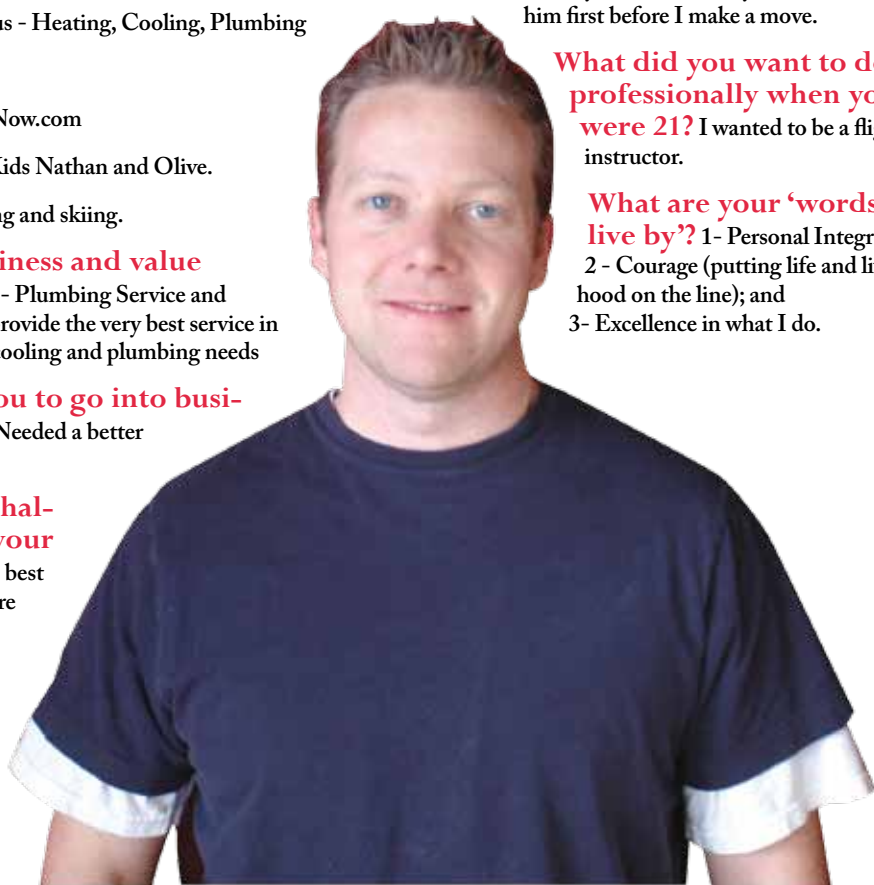
Hobbies: Sailing , flying and skiing.

Describe your business and value proposition: HVAC - Plumbing Service and Installation. We strive to provide the very best service in home and office heating, cooling and plumbing needs

What prompted you to go into business for yourself? Needed a better opportunity.

What is the most challenging aspect of your business? Finding the best people to represent our core values.

How do you measure success? Providing opportunity for my family and the families of my team members.



Who is your Hendricks County business role model and why? Brett Petty of Aqua Systems - I run my sometime-crazy business ideas past him first before I make a move.

What did you want to do professionally when you were 21? I wanted to be a flight instructor.

What are your 'words to live by'? 1- Personal Integrity; 2 - Courage (putting life and livelihood on the line); and 3- Excellence in what I do.

In business energy and focus equate to success

Believe it or not there are only two things you need to succeed in business according to research conducted over a number of years.

Highly effective executives and owners were studied over a 10-year period and of all the possible characteristics only the two emerged.

You might think the characteristics might be things like leadership, emotional intelligence, management skills or even business acumen but all those guesses would be incorrect. The two characteristics I am talking about are energy and focus. Surprised?

I am sure that you are already familiar with these two but you may not have paid much attention to them until now.

Energy, the ability to move, think and act in a deliberate and expedient way. Focus, the ability to stay on task and know which, in the sea of things, are the things that matter most.

As researchers do, they grouped the results into a matrix and labeled the categories into four separate quadrants with energy being measured on the Y (vertical) axis from low to high and focus being measured on the X (horizontal)

axis from low to high.

Here are the results of the study:

- High focus, high energy people were described as Purposeful.
- High focus, low energy folks were seen as detached.
- Low focus, high energy people were described as Frenzied.
- Low focus, low energy folks were seen as Procrastinators.

Now I personally disagree with the last label, being a procrastinator myself, I know I have energy and focus I just wait until the last minute to exercise the traits! So let me explain to remove any misconception of the meanings of the labels.

The Frenzied: A full forty percent of the managers studied fell into this grouping. They are

distracted by the overwhelming tasks that face them daily. They are highly energetic but low in focus. Their need for speed and do-it now causes them to be unreflective. Consciously concentrating their efforts on what truly matters would allow them to achieve more.

The Procrastinators: Thirty percent of those studied procrastinate on doing the most

important work. They lack both energy and focus, which causes them to major in minor things. Stuck on handling the minor details versus what could make a real difference in their organization.

The Detached: Only twenty percent were seen in this grouping. They can be focused but have no energy and this causes them to appear aloof, tense and apathetic. Finally, The Purposeful: Only ten percent of those studied actually got the job done! They are highly focused, energetic and stay calm, reflective and in-charge amid all the chaos.

This means that ninety percent of managers, owners and leaders fail to act purposefully in their everyday work. You can improve which-ever category you might fall into by just a doing a couple of simple things. Use your willpower, discipline and clarity of purpose to fuel your energy and focus. Doing this will enable you to execute to take action and ignore distractions on the things that matter. Even when you might be uninspired by the work at hand and tempted by other opportunities you will be able to maintain energy and focus through your use of will power, determination and clarity of purpose.

Jack Klemeyer is the founder and head performance coach of GYB Coaching (www.gybcoaching.com). Contact him at Jack@GYBcoaching.com.



Jack Klemeyer

This means that ninety percent of managers, owners and leaders fail to act purposefully in their everyday work.

Carter and Olinger join LHC Board

Chris Carter, RL Carter Trucking and Heather Olinger, Ice Miller, were recently elected to the Leadership Hendricks County board of directors. Both are 2010 LHC graduates.

The board also elected officers. Kathy Duffer, State Bank of Lizton, will serve as president; Shane Sommers, Hendricks Regional Health, is vice president; Lori Wildman, Hendricks Regional Health, will serve as secretary; and Heather Thompson, Hendricks Power, will be treasurer.

Returning board members include: Sherry Basile, Hendricks Regional Health; Jon Bennett, Children's Bureau; Sue Bogan, Hendricks Regional Health; Randy Effner, Larry E. Nunn & Associates; Scott Flood, Scott Flood Writing; Gary Hood, Innovative Business Concepts; Winnie Mechem, Regions Bank; Jim O'Bold, First Merchants Bank; Rhett Stuard, Hendricks County Prosecutor's Office; and Brandy Perrill, Hendricks College Network.

The board also appointed two alumni of the Youth Leadership Hendricks County program to serve with the board as Youth Advisors. They are Cascade High School junior Macy Lewis and Danville High School junior Luke Stephenson. Retiring board members include Susie Friend, Hendricks County United Way, and Jerry Orem, State Bank of Lizton.

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Love of pizza creates Randelli's Gourmet Pizza

Randel Patterson is a self-admitted pizza aficionado, so when it came to opening his own business, it was easy for the 55-year-old - who previously worked for 20 years in computer-aided design (CAD) for home builders - to decide what kind of business to open: A pizzeria. "My wife (Cheryl) and I have always loved pizza," says Randel. Since opening Randelli's Gourmet Pizza in Avon on May 21, 2010 the Pattersons are hoping to build the best pizza in town. He believes as it relates to taste Randelli's is as unique as there is as he has done his research, claiming to eat pizza literally anywhere he had been throughout his travels.

What has been your biggest lesson so far? To always plan ahead and try to be prepared for the unexpected.

What would be one thing that could help your business? Promotion and more exposure to let potential customers know that the quality ingredients in Randelli's Gourmet Pizza is definitely a cut above the average pizza in the marketplace.

What would you tell someone starting his/her own business? Be focused on your goals with endless dedication to quality and customer service.

So, what do you think about your businesses' future? Now that the "Randelli Railroad" has been installed, our HO scale model trains running around the perimeter of the dining room, Randelli's Gourmet Pizza is a unique place for pizza parties for kids of all ages. We hope to continue to provide the "finest Pizza in Avon" and great customer service



Patterson

Photo by Rick Myers

in a fun, train-theme setting for those who chose to dine in. We also hope to expand our business by offering our full menu for catering/carry out at home and business.

Compiled by Cathy Myers

Randelli's Gourmet Pizza

8401 E. US 36, Suite D
Avon, IN 46123

Phone: (317) 272-2500

E-mail: RKP611@aol.com

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Land lease may offer real estate investment opportunities

Is it time to invest in real estate? This is yet another of those often asked questions I hear a lot. There is opportunity and it may be one you never thought you would look at. Professionals have been doing this for years. They like it. It pays better dividends than the stock in Main Street County Bank that you have been sitting on for three generations. You don't have to do much and the checks come in the mail.

That sounds a bit simplistic, but it's not far from the truth. Would you not like to have an investment with relatively low risk? One with an excellent yield and that did not require any landlord responsibility from you?

If so, consider land leases. The owner, or investor, leases a parcel of land to an end user, like a national fast food chain, a national drug chain, a national retail chain or a bank. The tenant leases the ground from you, constructs their own building and other infrastructure improvements, pays the real estate taxes on the land and the building both, or maybe just the building.

In many cases, such as fast food, the lease is to a franchised operator and is most often backed by the franchisor, commonly called a

corporate guaranteed lease. If the franchise operator should fail, the parent wants the right to replace them with someone successful to protect the brand.



Bud Green

These are generally long terms leases of at least 15-20 years with one to three five-year extensions, although they can actually be for any term the parties devise. There are generally stated rent increases which have been known to run as high as 10 percent per year. Alternatively, I have seen lower annual increases and good bumps for each renewal term to keep pace with inflation.

In one of these leases, generally know as triple net, or "net lease" arrangements, the landowner has no responsibility for taxes or maintenance.

So how does this work for the investor? Let's assume that you sell a piece of land or a commercial building that has a capital gain hit. Buy one of these leases, save the taxes and get a yield of between six and nine percent. These leases are generally sold based on the Cap Rate. For example, if you buy a \$1 million property and it produces \$100,000 in net income annually, after all expenses, taxes, fixed costs and overhead, that would yield a 10 percent cap rate.

If you can find a good corporate tenant with a solid long-term lease, a cap rate of from 6.5 to 9.0 percent and have the funds to purchase the land or building, consult your financial advisors. Positive cash flow is of course important, but you needn't pay all cash for it. In many cases, enough down will generate a positive cash flow of several thousands of dollars per month while paying off the principal, and then a bigger yield when the mortgage is paid and the rent increases kick in.

Why are they available if they are this good? The investors and developers who brought these on line have to keep working on new projects and roll the profits from these sales into new projects. They are only dealing with the banks for construction financing until the lease is sold and then they move on to the next project.

So, if you have some available cash, consider a net lease investment. There are a lot of these out there in all areas of the country and the tenants are almost always somebody you know and trade with every week. It's not guaranteed like FDIC, but it's about as good as it gets. Do your homework with a good broker and you could be looking out for the mailman instead of getting bleary-eyed watching CNBC.

Bud Green is a commercial broker associate for Re/Max Centerstone in Plainfield. He may be reached at (317) 839-4330 or by e-mail at budg@iquest.net.

Paul Estridge, Jr. to speak at At The Top Event Feb. 24

Paul Estridge, Jr., president and chief servant of The Estridge Companies, will be the featured speaker for the February At The Top Networking event held at the Skyline Club, One American Square, Indianapolis, Feb. 24, 5:30-7:30 p.m. The Business Leader is a sponsor of the event. It will also be National Federation of Independent Business (NFIB) night. At The Top Networking is an open and informal event that brings together like-minded individuals for a compounding of perspective, experience, and wisdom. Registration for At The Top Networking is \$40 per event or \$120 for the entire series. If you are a current Skyline Club member, you can attend each event for only \$25, or \$75 for the entire series. For more information and to register, visit www.atthetopnetworking.com or call the Skyline Club at (317) 263-5000.

Jeffrey Donovan named Managing Partner at Donovan CPAs and Advisors

Jeffrey Donovan has been named Managing Partner at Donovan Certified Public Accountants and Advisors. Jeff takes over for Robert Donovan who is still with the firm as a Partner. Bob started the firm in 1972. Jeff has been with the firm since 1994.

Jeff is a Certified Public Accountant, Certified Valuation Analyst, and Certified Forensic Financial Analyst. He began his career in the Guam and Saipan offices of the international accounting firm KPMG Peat Marwick. Mr. Donovan is a graduate from the Indiana University School of Business with a Bachelor of Science degree in Accounting. Jeff is an active member of his church and has served on various boards and committees in the communities in which he has lived and is currently a board member for Hendricks County Bank & Trust. For more information, visit www.CPAadonovan.com or call (317) 745-6411.

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A small group of determined farmers and rural residents, frustrated that the local investor-owned utility would not build lines to serve them, stepped up to do the work themselves and put things into action. Thanks to that small group of concerned citizens, approximately 400 members received power for the first time in January 1938. As the cooperative slowly grew, jobs were created and the name Hendricks County Rural Electric Membership Corporation (REMC) was adopted.

Over the last 75 years, the co-op has grown along with our community. The REMC began doing business as Hendricks Power Cooperative in 1998 and now has over 27,000 members. Great strides in the advancement of equipment and technology continue to increase efficiency and reliability. We have been proactive in planning for the future and adapted to changing times to ensure we meet your needs. After all, that's why we, as a cooperative, exist.

Did you know that members of electric cooperatives express higher than average levels of customer satisfaction? It's no wonder. As a cooperative, Hendricks Power is owned by those who receive the services we provide — YOU. And

since we're located in the community we serve and governed by a board of directors who are members themselves, we always have our thumb on the pulse of what is important to our members and the community. This unique approach to business has stood the test of time.

In addition to providing affordable and reliable electric service, Hendricks Power finds other ways to benefit our members. For example, we encourage members to become energy efficient through our energy advisor program, special events, communications and rebate programs. When you use less electricity, you're not only helping keep your individual bill manageable,

you're reducing the overall demand for power. That, in turn, saves everyone money.

Speaking of saving money, don't forget about the Co-op Connections Card, which provides members discounts to participating local businesses and national retailers.

Hendricks Power finds many ways to stay rooted in the community. In addition to our volunteer efforts with local civic organizations, we offer youth programs, scholarships, Operation Round Up grants and much more.

Bottom line, we're looking out for our members and hope to continue making a difference in the lives of those we serve. That has remained constant for the past 75 years.

www.hendrickspower.com

Seven Cooperative Principles

- Voluntary and Open Membership
- Democratic Member Control
- Members' Economic Participation
- Autonomy and Independence
- Education, Training and Information
- Cooperation Among Cooperatives
- Concern for Community



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Is there a translator in the house?

We've all sat in our share of frustrating meetings, but I can still remember the meeting that nearly killed me. It took place in 1987 in a Chicago boardroom. A group of automotive industry CEOs (you'd recognize the company names) met with a pair of representatives from a social services agency. I was there as the PR counsel for an auto parts manufacturer.

The companies had been funding a program that turned inner-city kids into employable auto technicians. The representatives explained how much funding they had received and how many people had been trained. It was quite impressive.

Then one of the auto executives posed a question: "We gave you (an amount) dollars, and you trained (a number) kids. Suppose we were to give you (twice the amount) dollars. How many kids could you train?"

The lead representative from the program paused and said, "I'm sorry. I don't understand." The executive nodded and replied, "If we gave you twice as much money, how many could you train?"

The representatives looked at each other for several moments. Number Two said, "I'm sorry, but I don't know what you're asking."

One of the CEOs patiently repeated, "We gave you \$(amount), and you trained (number) students. If we give you \$(twice as much), how many can you train?"

I'm not exaggerating when I tell you that discussion went on for another fifteen minutes. The two sides never found that middle ground. The CEOs left the room frustrated, and the so-

cial services folks left the room confused. They never realized that the CEOs were ready to hand over the proverbial blank check.

Failures to translate a profession's jargon into plain English frequently get in the way of messages. For example, when consumers interact with the medical world, we're expected to do so in their language and on their terms. If a doctor tells you that your test results were "negative," is that a bad thing or a good thing? Should you be upbeat about a "positive" test? Shouldn't "ambulatory" mean you need to be taken in an ambulance - not that you can walk? Those word choices are counterintuitive, so they create confusion instead of clarity.

I've seen similar things happen when government officials try to explain tax issues to taxpayers. It isn't that the taxpayers are stupid; it's just that they aren't conversant in governmentese. To them, "Form 27" has no more relevance than a gila monster.

Going back to the frustrating meeting, you might wonder why I didn't intervene. I was a green lieutenant among captains of industry, and my attempt to bridge the gap would likely have been viewed as insolence (judging from the times I was rebuked for being insolent when making other observations). Maybe that's why I always fight so hard to help organizations communicate instead of confuse.

Contact Scott Flood at sflood@sfwriting.com or 317-839-1739, or visit his blog at sfwriting.com/blog



Scott Flood

Branding

A slogan you should live by and your customer will remember

Last month's slogan quiz seems to have reached a bunch of readers who found it entertaining. Thanks for the inquiries and interest expressed. A special thanks to a couple readers who found my error and called me on it. Dave Anderson would be proud! Now that was a big hint for those of you who haven't figured the error out yet.

OK the point of the quiz was to demonstrate the importance and value of a slogan being memorable. If it also happens to be entertaining, all the better. Your slogan should be relevant to your product or service. If you make the best burgers in town don't talk about how long you have been in business. Who cares if you have been flipping burgers for years?

When I want a good burger I want it now!!!

What makes your product or service unique? Once you have identified your product's unique qualities try to integrate the most important quality into your slogan. Keep your slogan as brief and direct to the point as possible. The shorter the better and it will be easier to remember.

Probably the most important quality of your slogan is that it has to be honest and believable. If your customers don't believe it they aren't going to buy it or remember it. If your slogan

comes off as too good to be true it probably is and you may have potential customers running the other way.

Remember last month I suggested you write down as many slogans that you could come up with on index cards and put them all up on the wall? How many of those slogans are still up? Take a fresh look at them and ask yourself: are these slogans memorable, relevant and believable? Hopefully you can narrow it down to one slogan that meets all the above criteria. Hey, if you want some third party objec-

tivity, give me a call. I'd be happy to validate your slogan or send you a new supply of index cards.

Frank Hubbard is president of F.K. Hubbard & Associates Marketing. He may be reached at (317) 695-2607 or by e-mail at frank@fkhubbard.com.



Frank Hubbard



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Plainfield, IN 46168

Phone: (317) 837-7007

Fax: (317) 837-7015

www.teamidslogistics.com



Photo by Rick Myers

E-commerce and direct-selling industries keep IDS growing

Integrated Distribution Services (IDS) is focused on providing a complete supply chain solution for the e-commerce and direct-selling industries. "We provide fulfillment services as well as transportation management, all designed to reduce supply-chain cost, improve operating efficiency and ultimately increase bottom-line performance of our customers," Mark V. DeFabis, president and CEO, explains. "Plainfield offers an ideal location to provide national distribution with a large national highway network as well as the FedEx and UPS hubs.

How long has IDS been in Plainfield? Since 2001.

What are the benefits to being located in Plainfield?

Plainfield is ideally located with access to the central Indiana highway system.

Who is an IDS customer? IDS' fulfillment services are directed at companies in the direct-selling and e-commerce industries, both business-to-business and business-to-consumer. Our transportation services are directed at clients that are looking to reduce

their total transportation costs through our intermodal and freight management services.

How many people are employed by IDS? 70.

Any plans for expansion? If growth continues at the current rate, we would be looking to expand in the next 24 months.

Compiled by Rick Myers



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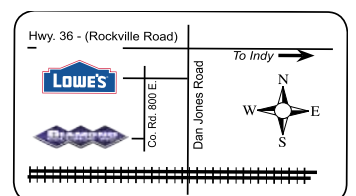
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HOURS — Mon.–Fri. 7:30 – 5:30

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Avon, Indiana 46123

317-272-6820



Chamber Meetings

9 - Danville Chamber of Commerce (members' meeting): Wednesday, Feb. 9, 11: 30 a.m., Hendricks County 4-H Fairgrounds and Conference, 1900 E. Main St., Danville. For more information, call (317) 745-0670.

16 - Brownsburg Chamber of Commerce (members' meeting): Wednesday, Feb. 16, 11:15 a.m., Brownsburg Fire Territory, 470 East Northfield Dr. Brownsburg. For more information, call (317) 852-7885.

17 - Plainfield Chamber of Commerce (members' meeting): Thursday, Feb. 17, 7:30 a.m., Plainfield Recreation & Aquatics Center, 651 Vestal Rd. Plainfield. For more information, call (317) 839-3800.

22 - Avon Chamber of Commerce (members' meeting): Tuesday, Feb. 22, 11:30 a.m., Prestwick Country Club, 5197 Fairway Dr., Avon. For more information, call (317) 272-4333.

25 - Westside Chamber of Commerce, Friday, Feb. 25, 8:30 a.m., Westside Garden Plaza, 8616 W. 10th St. For more information, call (317) 247-5002.

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10100 E. US Hwy. 36, Ste. C
Avon, IN 46123

Phone: (317) 271-3800

Splash Pool & Spa

Rodney Williamson

7270 E. US Hwy. 36

Avon, IN 46123

Phone: (317) 272-7408

Avon Insurance Associates LLC

Rick Bowman

5250 E. US Hwy. 36, Ste. 410

Avon, IN 46123

Phone: (317) 718-1747

Danville Chamber New Members

Principal Financial Group

Cory O'Brien

8909 Purdue Rd.

Indpls., IN

Phone: (317) 874-3976

Hunt & Sons Memorials

Matt Hunt

2655 E. Main St.

Danville, IN 46112

Phone: (317) 272-0362

Mantooth Insurance Agency

Wade Mantooth

7378 Business Ct. Dr., Ste. 100

Avon, IN 46123

Phone: (317) 272-1010

Plainfield Chamber New Members

Gear Up Cyclery

Dennis Gibbs

124 W. Main St.

Plainfield, IN 46168

Phone: (317) 203-5045

Plainfield Elks Lodge #2186

Robin Lyons

4710 E. US 40

Plainfield, IN 46168

Phone: (317) 839-2186

Splash Pool & Spa

Rodney Williamson

7270 E US Hwy. 36

Avon, IN 46123

Phone: (317) 272-7408

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Don Brinksneider

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Barkingham Palace Grooming Services

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Brownsburg, IN 46112

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Zionsville, IN 46077

\$275,000

\$60,000

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Lebanon, IN 46052

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Farmers Bank Frankfort

Hamilton County

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Noblesville, IN 46060

\$14,000

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Noblesville, IN 46062

\$55,000

The Huntington National Bank

Collection Sciences, LLC

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Carmel, IN 46032

\$85,000

Chase Bank, N.A.

Payne Family Chiropractic, Inc.

12413 Old Meridian St.

Carmel, IN 46032

\$250,000

State Bank of Lizton

Premier Custom Packaging, Inc.

10909 Jordon Rd.

Carmel, IN 46032

\$100,000

M&I Marshall & Ilsley Bank

Philip C. Rake, DDS MSD, LLC

11405 N. Pennsylvania St.

Carmel, IN 46032

\$77,000

Stock Yards Bank & Trust Co.

Y Restaurant Services, LLC

17053 Mercantile Blvd.

Noblesville, IN 46060

\$270,000

M&I Marshall & Ilsley Bank

Hendricks County

Alexander Laser, LLC

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Danville, IN 46122

\$10,000

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Tire Central and Service, LLC

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Avon, IN 46123

\$1,436,000

Wells Fargo Bank, N.A.

Johnson County

Door Service Supply, Inc.

4075 Primrose Path

Greenwood, IN 46142

\$45,000

M&I Marshall & Ilsley Bank

Dr. Jeremy Elmore, Inc.

1352 Echo Bend St.

Greenwood, IN 46142

\$225,000

Stock Yards Bank & Trust Co.

The Ezell Group, Inc.

918 Fry Rd.

Greenwood, IN 46142

\$10,000

Chase Bank, N.A.

GFS, Inc.

415 Park 800 Dr., Bldg. H

Greenwood, IN 46143

\$300,000

M&I Marshall & Ilsley Bank

Marion County

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Indianapolis, IN 46260

\$175,000

\$50,000

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Indianapolis, IN 46214

\$218,000

First Harrison Bank

Cavalier Distributing, Inc.

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Indianapolis, IN 46218

\$40,000

Fifth Third Bank

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Indianapolis, IN 46202

\$250,000

Chase Bank, N.A.

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Indianapolis, IN 46236

\$672,600

Chase Bank, N.A.

Liberty Trade Links Corporation

3186 E. Michigan St.

Indianapolis, IN 46201

\$586,500

Farmers Bank Frankfort

Starkey, Inc. and Flat

8118 E. Washington St.

Indianapolis, IN 46219

\$1,153,000

The Huntington National Bank

Morgan County

Mahan Technical Design, LLC

400 Mahalasville Rd.

Martinsville, IN 46151

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